

FAMOUS PLAYERS THEATRES

NATIONAL

Ballyhoo

COMPILED AND
EDITED BY
DAN KRENDEL

SERVE • SAVE • SELL AND PROFIT WITH SHOWMANSHIP!

VOL. 1 - NO. 4

MARCH 23, 1956

TWELVE THINGS TO REMEMBER

I have a note from Rube Bolstad on my desk ... a short, terse note virtually loaded with verbal dynamite. In it he simply lists twelve things for the aspiring, or successful executive to mull over ... digest carefully ... and REMEMBER.

This note has lain on my desk for many weeks. I simply didn't know quite how to treat the contents. Each of the twelve points is potent enough to justify a full-scale editorial ... and yet, taken separately, the over-all implication may become lost. So ... I've decided to list the twelve points for you to remember exactly as they were given to me. Here they are.

1. The value of time.
2. The success of perseverance.
3. The pleasure of working.
4. The dignity of simplicity.
5. The worth of character.
6. The influence of example.
7. The power of kindness.
8. The obligation of duty.
9. The wisdom of economy.
10. The virtue of patience.
11. The improvement of talent.
12. The joy of originating.

There you have the philosophy of the ages condensed into twelve simple statements. Mr. Bolstad suggests that we remember these twelve points ... I don't think remembering is quite enough. I think that we should incorporate each and every one of them into our everyday living ... integrate them into our normal thought patterns ... make them a part of our very being, and translate the mental processes which must result, into physical action.

If ever a handbook is published as a guide to executive success, here you have the twelve chapter headings. If you prove an apt scholar, and not just a surface-skimmer ... then, brother, the world can truly be your oyster. Now ... take another glance, read those twelve points again ... and remember ... they are TWELVE THINGS TO REMEMBER.

D.E.K.



ALERT MERCHANDISING KEY TO GROSSES

It's no secret that the grosses you ring up at your boxoffice are directly related to the effort you expend in merchandising your attractions. It's been said countless times before ... it's the keynote of nearly every meeting of exhibitors, circuit or independent ... everybody knows it, but it seems that far too few take the trouble to do anything about it.

Them's harsh words? maybe ... but sitting on this side of the desk one gets a panoramic view of our circuit operation in terms of individual effort, and sometimes, when an attraction which knocks 'em dead just about everywhere else, lays down and dies in a handful of spots ... well, it doesn't take too much searching to come up with the reason.

If you don't properly sell your product fellows, the guys who make this product available to us are going to turn to other, more lucrative fields of income in competition with your theatre, and your living. Don't kid yourself about that. They're only human, and they're in business to make a buck ... just as you are.

The distributors have learned the importance of alert merchandising. They're pouring millions into pre-selling jobs, and they're sending more and more men out on the road to help you with your end of it. Max Youngstein of United Artists has fifty field men covering the nation ... Other distributors are adding to their staffs of merchandising experts. Everything possible is being done to help you move your merchandise. But ... what are YOU doing about it? Study your results again ... carefully ... and then say ... if you honestly can ... that you have really done an honest-to-goodness job of selling.

Remember ... Alert merchandising is the key to your grosses. And, how are your grosses stacking up?

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EASTER'S PRACTICALLY HERE

The first day of Spring has come and gone, and only a few days are left before Easter officially ushers in the season. Does YOUR theatre reflect this transition from a long, hard winter to the balmy, perfumed breezes of Spring?

This is the season when all nature awakens ... even the bears come out of their hibernation. How about you, fella? Are all your plans laid, and you're just waiting around listening to the jingle of your box-office? Oh yeah? What plans have you made to give your customers ... both adult and juves ... something just a little bit extra for Easter? Have you planned a fashion show? Like Jimmy Cameron's ... taking in all age groups right down to the infants. How about an Easter egg hunt? Or perhaps just a Disney festival for the young 'uns. It doesn't really matter WHAT you do guys ... but let's show some signs of life ... Let's DO SOMETHING, huh? Easter'll soon be over.

NAKED AMAZON

I was talking to Morris Diamond of I.F.D. the other day, and he showed me some figures on advance engagements of their NAKED AMAZON ... an off-beat picture that's doing phenomenal business. Don't let the title fool you guys ... it refers to the river of that name, and not to a native strip-tease. The picture has been classified as "General" so you can really do a selling job on the kids in your town.

Dates are being set up now for all situations where it is available to us. I.F.D. is prepared to share in extra advertising costs. Good material is available. Let's not dissipate the potentialities of this one, fellows. You can pick up a lot of extra bucks by just using your imagination, plus a sprinkling of good, old-fashioned elbow grease. Let's go after it, huh?

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OPEN YOUR HEART

This is the season of drives ... well, it seems that every season is top-heavy with appeals ... Community chest, hospital drives, your own Church drives, Salvation Army, etc. etc. All are worthy, and all are desperate for funds.

Right now the accent is on RED CROSS ... and they really do need funds to carry on their marvellous work. Just think back a little to the floods in Winnipeg and the West coast... and for you fellows in Ontario, it isn't too long ago that Hazel cut a vicious path through our midst ... RED CROSS was there ... it's always there. Where there's danger ... where there's suffering, you'll always find Red Cross quietly and cheerfully at work. It deserves your support.

Let's help them with their humanitarian work fellows ... Even if it's only a buck you can spare put it in an envelope and mail it to your local Red Cross headquarters. Today ... eh?

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STUDENT CARDS

This is a repeat, but for my money it's important enough to warrant repetition. I know that nearly all of our theatres are now using Student Identification Cards ... but I often wonder how many of them really do the job they had been designed to do. From their appearance ... many of the cards in use weren't even designed ... they're there just because somebody said that it was something that had to be done ... and they look like it.

We talked about a photographic reproduction, with the student's photo inset. The cry went up that it was impractical, and besides, too costly. The boys on the West coast have been doing it for years ... and recently, Al Hartshorn made a deal with a Toronto photographer to come in and do the job for him. The result is one of the finest identification cards I have ever seen. Didn't cost Al a cent ... the students were happy to pay the small cost involved. I have samples if you're interested ... and if you want the details ... drop Al a note at the Regent in Oshawa.

AN EDITORIAL

A good relationship between you and your newspaper publisher cannot be assessed in terms of dollars. If he likes you, and respects you ... and you don't try to push him too far, he'll bend over backwards to give you what you want. If however he just has no reason to like you, and has no interest in your problems ... he can be a brick wall.

Some time ago the C.D.N.P.A. (Hope you know what the initials stand for ...) sent a bulletin to all their members suggesting that they re-run an editorial which appeared in the Winnipeg Tribune, having to do with Movies and T.V. Some papers picked it up ... others ignored it. There must be a reason.

Al Hartshorn was talking to the publisher of the Oshawa Times-Gazette one day, and was shown a copy of the editorial in question. They mulled it over ... added a few refinements, and it appeared in the following day's paper. Tom Wilson likes Al, and that's why the editorial was run. It's a good one, and I think you should study it ... and talk to YOUR publisher about it. Here it is ...

THEATRES AS COMMUNITY ASSET

"Oshawa is well served in the field of entertainment by the Motion picture theatres of this community. They have been quick to bring to their patrons all the latest developments in motion picture techniques, such as the wide screen, CinemaScope, stereophonic sound and all the modern improvements which make a visit to the movies a thrilling and pleasurable experience. There is just no basis of comparison between the majesty of productions on the motion picture screen and the miniature, sometimes out-dated presentations seen on television. And the managements of our local theatres are always eager to present the best and latest films to their patrons."

"But to Oshawa our motion picture theatres are more than just places where good entertainment can be enjoyed. They are in many other ways an asset to this community. Although few people regard them in that light, they are among our important places of business. In property and business taxes, they make their substantial contribution to the city treasury. They are also employers of labor. In the aggregate, the motion picture theatres of Oshawa give regular employment to a sizeable number of people - operators, cashiers, ticket-takers, ushers and others who look to them for a livelihood. These facts justify the statement that the motion picture theatres are a community asset of some stature."

"And above and beyond all that, they are geared to provide film entertainment on a scale that cannot be attained by any other medium of this type of entertainment."

This is a good editorial, fellows ... and don't forget, an awful lot of people believe what they read in the editorial columns of their daily papers. If the editor of your daily hasn't seen it, why don't you re-type it and show it to him. Tell him that it has been run in important papers right across our country. If he likes you ... SEND ME A TEAR SHEET.

AUTOMATIC DRINK VENDORS

A cup vending machine in your lobby or foyer can be a source of considerable income ... or it can be a liability. I have seen both types. Recently I was in a theatre ... PICNIC was on the screen ... Customers were hanging from the rafters ... It was a little after seven in the P.M. There were two automatic cup-vending machines, one at either end of the foyer. This theatre is not equipped to sell Orange Crush or Pepsi on the counter, so the customers HAD to sate their thirst at the machines.

I walked over to one machine ... It was a three flavour dispenser, but I couldn't buy a drink. Signs scribbled in pencil on dirty little pieces of paper proclaimed that 1. Out of Coke. 2. Out of Orange. 3. Out of Lime. I walked over to the other machine and ran into luck ... It was only out of two flavours, and I was able to buy a Lime drink. Now I wasn't the only one searching for a drink. I counted at least a hundred in the space of a few minutes who came, looked and walked away disgusted. It'll take some wooing to get them to come back.

The manager's explanation? He had called the supplier earlier in the evening ... so, his part of the contract had been fulfilled. Ever hear anything sillier? He passed up at least fifty bucks of profit ... because he didn't have the sense to follow up, and keep following up until he got results.

Remember fellows ... the operator of the machine in your locality is responsible for keeping the machine CLEAN and FULL at all times. But ... YOU are responsible for seeing to it that he does just that. It's YOUR profit he is dissipating by failing to live up to his contract. Watch him ... Watch your machines, and make sure that your customers are getting proper service, ALL THE TIME.

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THOSE DUDS AGAIN

I sometimes wonder if I'm the only one who ever takes the trouble to read what I write. Or ... maybe what appears in these pages doesn't apply to YOUR theatre. Well, I'll try again.

Last night I visited two theatres ... both good houses, with comparatively new, and very expensive marquees. On one I counted nearly thirty dark bulbs ... the other was a little better, only about a dozen duds. They didn't all blow at once ... must have been dark for some time.

When's the last time you took a good look at your front, fella? I mean a good LOOK. Why not turn on your marquee and sign lights RIGHT NOW ... take a quick count of all the duds, and make sure that they are replaced before the day is over.

For my dough there is nothing more unsightly than a lot of dark holes breaking the continuity of your border runners or flashers. Let's clean this up TODAY, huh?

ANYTHING GOES

I see copy of a letter sent out by Bert Brown to all early play-dates on this attraction, in regard to a deal he has consummated with the Lustre-Creme Shampoo people. This is a national tie-up involving newspaper space, counter displays etc. and nothing is left to the imagination. Bert goes to a lot of trouble to make everything painstakingly clear, so let's not have any slip-ups, eh fellows? Study your letter and then simply follow the few detailed instructions. Not too much to ask, is it?

When you are through with the material please return it to your nearest Paramount exchange, so that we can pass it along to some of our smaller situations which will be playing this picture some time after you are through with it. Let's co-operate for the benefit of our circuit, huh?

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BOOK TICKETS

I have a note from Dick Geering advising that we now have a book containing 4 - \$1.00 tickets, to sell at \$3.75 per book. This is to supplement the book which contains 3 tickets at \$2.75. Theatres with a \$1.00 admission price policy have already been directly advised ... but this is worthy of note for those theatres which make the occasional sale of books of \$1.00 unit denomination. These new books can be obtained from our ticket departments in Vancouver, Winnipeg or Toronto.

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AFTER CLOSING TICKETS

Some managers still, for some reason or other, don't like to use our special after-close tickets. This subject has been discussed at every one of our regional meetings for as many years as I can remember, and it was decided at our last one that the use of these tickets be mandatory ... and not up to each individual manager on a voluntary basis.

Do you thoroughly understand the purpose for which our after-close tickets had been designed? Do you know how to use them, and how to report the sales? You certainly should by this time. Several cases of misuse have come to the attention of our audit department in recent weeks, and as a consequence a special letter of advice and instruction went out to all managers, over Dick Geering's signature under date of March 2nd.

Have you received yours? Have you read it? No, I'm not trying to be funny ... You'd be surprised at the number of men who read a communication and then couldn't tell you what was in it.

It's a lot easier to do things the right way fellows, honest. Let's start with the proper use of our special after-close tickets ... The rest will follow.

HOW'RE YOUR SEATS?

How often have we said that today we are not only competing with all the new mediums of entertainment which have opened up during the past few years ... but also with your customers' living room comfort? Remember? The trade journals are full of it.

Your responsibility doesn't end when you sell a patron a ticket. That's just the beginning. That's when you have to begin competing with his ... or her living room. The first point of contact ... even before the picture hits the screen ... is the seat you make available to him.

Make sure that your seats are always in good repair ... Sure ... we get the odd delinquent in on a Saturday matinee who delights in carving up the leatherette. Can't always catch him, but that's no reason why someone else should suffer. Do YOU check the seats in your theatre every morning? Yes ... I said EVERY morning. And, do you do anything about repairing or replacing damaged seats? I don't mean this to be the signal for a mass shipment of hundreds of seats to your nearest upholsterer. You have a caretaker or porter in your theatre who can do the job. By doing one or two a day he can keep up with them, and not have to neglect his regular duties.

Watch your seats fellows ... that's the first point of patron comfort ... and can make or kill an enjoyable show for your customers.

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PLASTIC DATE STRIPS

In the last issue of our BALLYHOO, I made mention of using glassine to cover your date strips on the display frames in your theatre. I have a note from Murray Sweigman of Theatre Posters, with sample of plastic daters which are now available at a nominal cost. "They last forever" sez Murray. I don't know about that ... but it may be worth investigating.

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SPECIAL ATTRACTIONS

Tommy Callendar has asked me to remind you to exercise a little more care in the handling of your advertising accounts on such attractions as we have distributor "assists" on.

First of all ... it is absolutely essential that you obtain duplicate invoices covering your total expenditures. Then prepare a brief break-down of your expenses, listing in detail newspaper, radio and miscellaneous. Include newspaper tear-sheets in support of your claim.

The final step ... Mark all this material to Tom Callendar's attention, and enclose in the same weekly envelope that you send your REPORTS in. Don't toss it in with your weekly supply of tear sheets, which go second class mail and don't reach Tommy for days on end. Got it? Good.

AT GRIPS WITH GEERING

The guy's name is Lawrence ... so, everybody calls him Dick ... Makes sense. If you want a chuckle, ask Dick to tell you sometime how he became "Dick." You'll enjoy the story. I asked our genial auditor for a few lines for this issue ... so, pages and pages of copy landed on my desk ... I wonder who's kidding who, or is it whom? But ... it's good stuff, and L.G. even makes a couple of funnies, s'afact ... Well, let's get on with it.

"Well Ballyhoosers ... here I am back on the old job again. Dan told you that I was in the hospital undergoing repairs ... yes, I had a 'Tic' removed ... No! No! I was not deloused ... just had a couple of degenerated facial nerves which were driving me nuts with the pain, removed. The pains have gone, but I think I will suggest to the Medical Association that all future surgical operations be documented on film, so that the subject will be able to see what killed the patient. Anyhoo ... I'm still here."

"A word about our Quarter Century Club ... which will add nineteen names to the roster this year. This brings our total of employees with twenty five years or more of service with F.P. to 440 ... quite an impressive number. 38 have passed on over the years ... 402 are still active members. Just imagine, guys these 402 employees have between them a total of more than - and get this - 10,050 years of continuous service with Famous Players. Quite a record I'd say. This year we will welcome the following to this most exclusive club in the world ..."

Wm. A. Bezanson	-	Capitol - Halifax
Geo. E. Blackshaw	-	Paramount - Peterboro
A. E. Brown	-	Head Office - Toronto
Gordon E. Carson	-	Fort - Fort William
George F. Cox	-	Dreamland - Edmonton
David A. Crowe	-	Eglinton - Toronto
Mrs. Stella Fluhrer	-	Century - Toronto
Louis J. Gauthier	-	Cartier - Hull
Arthur D. Grover	-	Parliament - Toronto
Percy J. Gwynne	-	Paramount - Edmonton
H. A. Hodgkinson	-	Paramount - Edmonton
F. S. Jackson	-	Bloor - Toronto
C. J. Jeffrey	-	Capitol - Sudbury
Frank Macauley	-	Regent - Ottawa
James P. McDonough	-	Capitol - Halifax
Wm. E. O'Lothlin	-	Capitol - Montreal
Andrew Ostrander	-	Uptown - Winnipeg
Lloyd Palmer	-	Colonial - Port Arthur
Charles Wilson	-	Strand - Edmonton

Official induction ceremonies will be held during the year, and all inductees will be advised in good time. Methinks it's a great honour to be listed on the roster, among those loyal men and women of our 25 year Club ... some of whom have been employed in the company's service since its beginning in January, 1920.

"To err is human ... and should we have inadvertently left out an employee eligible for membership this year ... our apology ... and PLEASE ... get in touch with me at once, stating all the pertinent facts."

GEERING (cont'd.)

"Communication of Ideas ..." Profiting by others' experience does indeed pay off. I gathered in \$3,000.00 in cool cash for the company recently, acting on this basis... and from our government, no less - and what is more, a continuing saving of about \$1,500.00 annually for the future."

"Here is the story ... Ray Tubman gave me the idea that a new approach concerning the matter of Federal Sales Tax on our theatre lobby advertising would be worthwhile, and, instead of 'Letting George do it,' I went along with it even though it meant considerable research and a good deal of time in correspondence. It paid off handsomely, as mentioned above. So fellows ... communicate your ideas. One never knows when it will pay off."

"By the way ... while in the hospital Doc Sawbones discovered that one of his patients had weak knees ... so he recommended a journey to Alabama - where the Negroes ... Mau, Mau ! O.K. you asked for it ... Later the same Doc found the same complaint afflicted his patient's children ... so he ordered them to the butcher's for some kid-knees !!! (Editor's note ... Yipe !)"

"That \$69,000.00 question referred to in the last issue of our BALLYBOO reminds me of other things that could be better controlled ... How about your premiums, silverware, glassware, dishes etc. etc. They represent a lot of invested wealth too ... Keep it under control. Order only what is necessary. Be conscientious in preparing inventories and statements of distribution so that your theatre will not be burdened with an excessive adjustment charge to balance the books when distribution is completed."

Re. T.C.L.'s United Nations Flags' bulletin - suggestion letters section - To deter any effort designed to promote the sale of confections is definitely not my intention, but be sure and sharpen up the 'Pencil of economics' before giving away our Books of Theatre Tickets as prizes for candy purchases. Any proposal affecting your theatre's boxoffice take should be submitted in detail to Jack Fitzgibbons and your District Manager for their review and approval."

"The question arose recently whether two Famous Players book tickets which equal the theatre's prevailing admission price should be accepted by the doorman without sending the patron back to the boxoffice for a regular full-price ticket. I don't see why not. I doubt if it would happen very often, but if I were a theatre manager I would accept at the door two 50¢ book tickets for a \$1.00 admission. Makes sense. If the two ticket stubs are stapled together and reported at the top admission price and breakdown on your B.O. statement, we will accept them. Let's make it easy for our customers to get into our theatres, huh?"

"I can fill several more pages ... but I think I'll save some for future issues ... if DEK will repeat his invitation after this effort. In the meantime ... remember fellows ... your audit department is here to serve YOU. Economy too is a basic part of BALLYHOO ... so, let's all of us KEEP BALLYHOOIN', huh? Thanks for listenin'."

L. G. 'Dick' Geering

ON THE BEAM

JOHNNY TOMLIN of the Noranda in the town of the same name isn't adverse to picking up a few extra bucks for his theatre. Johnny heard that the local music society was looking for a spot to put on a one hour show ... contacted them and wound up with a deal. He let them use his theatre from 5 to 6 one evening, for a rental of \$35.00. Found money sez John ... and I agree.

RALPH MITCHELTREE who hangs his hat in the Capitol out Calgary way boosted his confection sales during the Lenten season ... by just using his head. Ralph arranged with the local Planter's man to decorate his confection bar, featuring nut products ... at no cost to the theatre, and reports that the results were more than gratifying, as invariably people who give up sweets for Lent will eat nuts as a substitute.

All you gotta do is think, fellows ... Just exercise that old noggin of yours once in a while.

JACK BRIDGES, skipper of the Victory in Timmins reports that he has succeeded in selling the second largest mine in that area - the McIntyre-Porcupine mine - on the use of theatre tickets in their safety award deal. The idea is that the management awards these tickets to workers for so many hours, or days of accident-free work. It goes over big.

As a starter, the mine purchased 100 books of 80¢ tickets, and Jack has already placed an order with our ticket department for 1,000 hard tickets to be used for this purpose. Jack also has the Paymaster mine on the hook, and they're to let him know within a few days what their initial order will be.

It's all found money fellows ... and it doesn't have to be a mine. Go after the bigger industries in your town ... stores, merchants, filling stations, everybody. You can work out a deal to fit in with their requirements. If You're not quite sure how to go about it ... a note to Dick Geering will set you on the right track.

FRED TICKELL of the Monarch in Medicine Hat is surprised that we make such a fuss over some of the boys who have shown us how to cut down on their carbon costs.

Just to make sure of his facts, Fred took a trip to his projection booth and checked with his boys. Seems that for over four years now they've been burning their carbons down to between $1\frac{1}{2}$ and $1\frac{3}{4}$ inches ... and think nothing of it. How do they do it? It's quite simple.

They use copper couplings which are available from General Theatre Supply at about a nickle each, and can be used over and over dozens of times; The rest of the procedure is exactly as had been explained in these pages several times in the past.

Do YOU save money on carbons? You should. you know ... and it's very, ver-r-r-y simple. All you need is the will to try it.

WITH OUR HEADLINE HUNTERS

Well, let me see ... In the March 10th edition of MOTION PICTURE HERALD, I see two of our men listed as Quigley Award Contenders, Mel Jolley of the Century in Hamilton, and Bill Wilson away out in the Paramount in Edmonton. Not very many ... but guess it's a start.

The Merchandising section of the same issue contains some good photos of bars ... all decked out in Easter attire, and they look pretty snazzy. Pictorial honours go to the confection installations in the Paramount, Moncton and the Met in Winnipeg. Harry Wilson also gets himself some pictorial space with his very fine Orange Crush promotion in the Capitol, Chatham.

Glancing over their February reports, SHOWMEN'S TRADE REVIEW have published a Showmen's Honor Roll citing the best in merchandising effort, the world over, during that month. I am particularly pleased to note the following members of our family listed ...

Herb Black, Totem - Prince Rupert ... Jack Mahon, Orpheum Prince Albert ... Ivan Ackery, Orpheum - Vancouver ... Ed Lamoureux, Palace - Windsor ... Claude Smith, Paramount - Chilliwack ... George Davie, Palace - Toronto ... Bill Winterton, Capitol - Saskatoon ... Bill Trudell, Capitol - London ... Olga Sharabura, (sorry, it should be Frenette ...) Orpheum - Soo ... Bob Martino, Capitol - Rouyn ... Harry Wilson, Capitol - Chatham ... Henry Marshall, Capitol - Toronto, Les Mitchell, Capitol - Welland ... Ralph Mitcheltree, Capitol in Calgary.

Nice going fellows ... it's always good to see familiar names in the news. There's just one trouble ... Why is it always the same ones? YOU give ME the answer, huh?

Just picked up the March 14th issue of M.P. EXHIBITOR, and while none of our boys knocked off the "C" note for that week, I note that Harry Wilson out Chatham way gets himself cited as the 4th Runner-up, for an excellent campaign on HOW TO BE VERY VERY POPULAR.

I have just been in touch with our Treasury Department in Ottawa, and they have assured me that U.S. funds are still good ... and any chartered bank will be glad to cash an EXHIBITOR cheque for you. Just thought you'd like to know.

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Let's make better use of our trade press fellows ... Each of the National magazines devotes pages and pages to accounts of YOUR exploitation activities ... that is, when YOU take the trouble to send in those accounts.

That's exactly what is meant by 'Communication of Ideas'. Tell each other ... exchange your ideas ... and everybody must profit. Make use of your trade press fellows ... It is YOUR trade press only as long as you keep it alive.

OUR DRUM BEATERS IN ACTION

CENTURY - HAMILTON

The local Spectator is really going over board in an effort to build up the Junior Press Club attendance at Mel Jolley's Century. This week a terrific picture spread appeared in the pages of the Spec, under a bold eight column headline ... and totalling in the neighbourhood of 1,000 lines of free space. Not half bad for one week, boy ... but come now ... how about some of that old fashioned Ballyhoo ... the kind that knocked off a fair share of prize money for you in previous contests?

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LAKE - FORT WILLIAM

When Frank Sabatini played DAVY CROCKETT he took every advantage of the co-operation offered by the Ogilvie Oats Company. For a week in advance his lobby featured a very colourful display put in by the cereal people, and naturally featuring their new DAVY CROCKETT cereal. Trading cards were included in each package.

At the Saturday matinee dozens of packages of the cereal were distributed from the stage, and the company kicked in a good prize for use on the theatre's Birthday Club. A local Western trio entertained on the stage, and everybody was happy, including Frank who was able to report an overflow house.

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SENECA - NIAGARA FALLS

Radio Station C H V C has a daily "Lady of the Day" program, and in return for a couple of ducats, Jack gets his theatre plenty of mention. To boost MISS DOVE, Jack's assistant, Ken Hall personally visited all local schools and made a pitch in support of the pic.

Jack discovered that the students at the local Collegiate were studying MOONFLEET, and arranged with the principal to post a notice on the bulletin board.

One day last week Jack Ward was invited to appear on a fifteen minute program over C H V C ... reminisced a little about his many years in Showbusiness, and didn't forget to plug several of his coming attractions.

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PARAMOUNT - ROUYN

I have copy of the Rouyn daily - Confidentiel - in French ... Let's see how close I can come to the story. It appears that a lady patron had lost a medallion which she prized very highly, and Benoit Lehoux found it. It was a little the worse for wear when he found it, and he had it repaired and polished up. The lady claimed it, and was so tickled that she phoned the story to the paper. Good public relations, Benny, and ... it pays off at the old B.O.

ORPHEUM - VANCOUVER

Ack has his troubles ... The Rock 'N Roll craze has really taken hold in Vancouver, and all the deejays, record companies etc. are renting halls all over the place and jamming them with kids ... which means that the theatres aren't. "Nuff of this nonsense," sez Ack ... contacted a couple of his disc jock pals and made a deal. He offered them his stage for one hour on Saturday morning, for a Jam Session, and they really went for it. As a matter of fact the radio station went for a thirty inch ad in the daily, and plugged this deal for one full week in advance, on their very popular teenagers program.

Aside from the manager going slightly nuts, it's a cinch, reports Ack. All that happens is the deejay sits in the middle of the stage and spins discs ... and a group of Alligators from a local dancing school indulge in some plain and fancy jitterbugging. The rest of the audience simply has a good time.

R.C.A. Victor kicked in 100 records, a footwear company contributed summer shoes, and a miscellany of lipsticks, cosmetics etc. in addition to a six foot long birthday cake helped keep the gang happy.

Ack warns that the best time to do this show is about an hour before regular starting time on a Saturday matinee ... and he oughta know. He jammed 1900 teeners into his auditorium, and the old B.O. really jingled.

We've mentioned these Rock 'N Roll shows of Ack's before. Just out of curiosity ... HAVE YOU TRIED ONE YET?

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PARAMOUNT - PETERBORO

Art Cauley spotted a local couple in one of his newsreels ... honeymooning at Niagara Falls, and did a little P.R. job on it. He invited the families of both to see their kids, and they did the rest ... really talked it up. Could have sold some tickets.

For TROUBLE WITH HARRY, Art dug out his Little Theatre group and Summer Theatre mailing lists and did a personal phone call deal to all the women on the lists. When he played ULYSSES, he contacted every English and History teacher in the local schools through a personal mailing, and followed up with phone calls. All public schools co-operated by posting displays on their bulletin boards.

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BELLE - BELLEVILLE

For his date on GOOD MORNING MISS DOVE, George Forhan sent a personal endorsement letter to 350 teachers in Belleville and district.

In addition he still makes use of several permanent window locations in the down town section of Belleville.

ROYAL - GUELPH

Ted was playing THE MAN WHO NEVER WAS, and arranged a full-dress parade of the entire Guelph garrison to the theatre on opening night. Ted's a pretty canny sort of guy ... and doesn't give anything away for nothing ... In the following day's issue of the Guelph Mercury I see a five column picture spread of the parade, with the theatre marquee large as life, shouting the title of the pic.

Ted's I SAW contest still appearing daily in the Mercury, with good theatre mention in return for a couple of skulls. Good scenes on both FOREVER DARLING and MAN WHO NEVER WAS. Lots of good mention on the air in return for a few ducats.

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ORPHEUM - SOO

Olga's supporting feature WHITE TAIL BUCK was better than her main attraction, so she rebuilt a sandwich board she had used on a previous pic, suitably inscribed it, and placed it on the sidewalk facing her boxoffice during the run.

Olga borrowed an old chest, painted it gold, with skull and crossbones superimposed, and used it as advance for her coming date on TREASURE OF PANCHITO VILLA.

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PARAMOUNT - EDMONTON

Word reaches us from Bill Wilson (where've you been, fella?) that his assistant Rolphe Reinhardt came up with a cute idea that really paid off in the popcorn department ...

The Paramount has only been in the corn business a few weeks, and Bill and Rolphe felt that their customers didn't know as much as they should about it. So ... Rolphe dreamed up the idea of placing a huge box right in the middle of the foyer ... Signs advised the kids that if they brought out their empty boxes and dumped them in the box they might wind up with a double guest ticket for their folks ... The gag caught on like wild fire, and 500 boxes were sold at the first Saturday matinee. Oh yes the popcorn cartons were numbered, and winners selected at random. Incidentally ... there wasn't a single empty carton left in the auditorium, so no cleaning problem. A good gag, and one which can be used in every corn-selling situation. Try it, huh?

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ALGOMA - SOO

For his date on PICNIC, Norm Gray used a cute street stunt ... His doorman, usherette and a boy he picked up for the occasion paraded the main street ... one carried a PICNIC bag, and the other two guitars ... All were well bannered with good selling copy. C J I C came through with many free spots.

CAPITOL - WELLAND

Les Mitchell promoted 100 copies of DESPERATE HOURS, and offered 75 to the first seventy five ladies attending on opening day. This naturally was advertised in his newspaper ads. In addition he sent copies to the newspaper and radio people with a personal note. They played it up. He also removed the pages from fifteen copies, had them overprinted and used them as novelty heralds.

Les has an arrangement with the four hotels in town, and provides them with monthly calendars which are placed in all the rooms. The local travel bureau also keeps a quantity on their office counter.

The local daily came through with scenes on both COURT MARTIAL OF BILLY MITCHELL and LOVE IS MANY SPLENDORED THING.

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ROYAL - VICTORIA

For TROUBLE WITH HARRY, Cliff Denham arranged good displays in three down town windows ... a druggist, restaurant and cleaner. Good, catchy copy tied in the products with the pic title.

For FOREVER DARLING, five local merchants came through with good window space, also tying in the title with the wares they had to offer.

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DOMINION - VANCOUVER

Charlie Doctor plays his product hot out of the can, and oftentimes accessories are not available until he is ready to break with the picture. So ... Charlie has to do a lot of improvising. He was lucky with I'LL CRY TOMORROW ... as due to a holdover on his previous picture he was able to collect enough material to make up displays for fifty Vancouver district windows, in co-operation with American News' pocket edition. He also promoted a deal with MGM albums which netted another 15 music stores.

Playing up Susan Hayward as an Academy Awards contender, Charlie garnered a lot of valuable space in the local daily ... All local radio stations used the 15 minute Hayward interview disc. The T.V. outlet also came through with a terrific plug.

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CAPITOL - VERNON

I like the way Walter Bennett makes use of his confection counter to not only sell confections ... but also plug coming attractions. He uses a large panel, well above the bar proper, on which he mounts six inserts. Very colourful, and effective,

Walter makes good use of his radio, and sends along a tape of a little skit he wrote and produced, as a personal endorsement type of thing. The pic, MR. ROBERTS, and business was strictly sensational. For weeks after the tape was run, Walter was greeted on the streets as "Commodore Bennett ..."

CAPITOL - NORTH BAY

Well, waddaya know ... Harvey's finally in. Wonder if my trip up North had anything to do with it? I see that the local Home Furnishing Company came through with a full window display on SINCERELY YOURS. Good art and some pretty snappy copy.

Bob had a cute stunt figured for ARTISTS AND MODELS, but the weather turned cold and made it impossible for his gals to parade the main street in artists' smocks. So ... they did parade around, in fur coats, and carrying oversize easels with good sales copy for the pic.

The Singer Sewing Machine Co. had a comely model in their window, sewing patterns on pieces of material, with copy proclaiming, "Sew clothes fit for a MODEL on a Singer ..." The window was loaded with good advertising accessories.

Both Bannon Brothers and Halliday's Hardware put in full window displays ... the former tying in on the music, and the latter on T.V. sets.

O.K. boy ... this is a start ... Now let's have some of those old fashioned full-coverage merchandising campaigns you became sorta famous for a while back ... huh?

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CAPITOL - CALGARY

Ralph Mitcheltree followed a slightly different tack in his selling of TROUBLE WITH HARRY. He spotted several cleverly written teasers throughout the leading daily for several days in advance ... and also used the same type of copy for spot radio announcements. He played up the comedy angle throughout, and tells me it really paid off at the B.O. That's what we mean by not being afraid to be a little different on occasion.

Ralph runs an occasional sneak preview, and hasn't been too happy with the results ... so he figured it this way ... Spotting a one sheet in front of the theatre on the day he plays the picture doesn't give his customers much of a chance to know about it ... and his newspaper ad and trailer also fail to reach the greatest proportion of his audience. So he changed his tactics.

The last time he ran a sneak, he advertised it in exactly the same way as he would any big attraction ... omitting of course, the title. He advertised it on his screen well in advance ... He used teaser ads ... He loaded his lobby with good catchy copy ... In short, he really sold the deal, but good. And, do you know what the results were?

Well ... in 15 below weather he completely sold out his house ... the first time since he started the sneaks. This must be the proper formula fellows ... and if you have any sneak previews coming up ... how about doing a real selling job, like Ralph did, instead of just taking the easy way out?

It'll sell tickets for you ... believe me.

PARAMOUNT - HALIFAX

I have a note from Freeman Skinner in which he casually mentions that he was successful in tying in with a local jeweller for space in his newspaper ad, plugging FOREVER DARLING. The "Space" he mentions just happens to be a large banner headline across the whole top of the page reading ... "Give a Neima Diamond and Remain FOREVER DARLING to the One You Love ..." In the upper left hand corner is a good sketch of Lucy and Desi in a large heart, and in the body of the ad is a good pressbook ad. The "space" just happened to be a FULL PAGE PROMOTION ... Don't be so modest fella.

In addition Freeman mentions that the jeweller gave good mention to the pic and theatre on his regular radio programs for a full week.

In addition, Freeman arranged with the American News Co. for displays in all local stores handling the pocket edition of the book. All their trucks were well bannered too.

Four down town music stores put in very colourful window displays, and the radio station made excellent use of the song recording during the run, with frequent mention of the attraction. And this is what the lad calls a "casual" campaign. I'd like to see one that he really goes all out on.

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METROPOLITAN - REGINA

Jack Heaps cashed in on a local event, and got himself and his theatre plenty of good P.R. Seems that the Regina lads knocked off the Dominion High School Curling Championship, which caused quite a stir around town. Jack got together with Hilliard Gunn of the Capitol, and presented the winners with books of tickets to both theatres. The boys were presented with their gifts on the local T.V. and quite a fuss was made of the deal ... and you may be sure plenty of mention was made of the Met and the Capitol.

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TIVOLI - HAMILTON

I don't see too much evidence of livewire merchandising from this spot ... but I do see a good four column pic in the local Spectator of some of the students at Variety Village in one of their plays. A good story accompanies the picture, which will undoubtedly help the sale of tickets when the Hamilton theatre managers put on their annual Variety show.

Oh yes ... I do see a six column display ad in the Spec, paid for by C K O C and mentioning several of their giveaway programs, among which was the "Homemakers' Holiday" which had its finale on the stage of the Tivoli.

You'll have to do better than this Don ... if you have any ideas of making the Winners' Circle in our NATIONAL BALLYHOO. You get the top product ... Let's have some top selling jobs.

SHEA'S - TORONTO

Brother-r-r ... did Len Bishop ever have himself a Picnic ... and I do mean PICNIC. What with Kim Novak in town, and customers actually begging to get in ... it really had a taste of what we think we mean when we reminisce about the "Good Ole Days ..."

It's one thing for a star to make a personal appearance, and quite another to make sure that the theatre and attraction get every possible benefit. Len made sure that Kim Novak became a household word around Toronto ... and wherever Kim was mentioned, PICNIC wasn't too far behind. He arranged terrific press coverage, which he sez wasn't too hard ... as a matter of fact his pallies lined up to meet Kim ... and devoted columns to her. From the way Len gushes about the gal I have an idea he grew kinda fond of her ... and why not? PICNIC has completed five big weeks and is going into a sixth, and that's really sump'n.

Several weeks before the pic opened, Len designed one of his famous eighty foot banners right across the entire South wall of the theatre. Thousands of potential customers couldn't help but see it. The rest of the front was in keeping with the occasion, and I'm sure helped to sell tickets. The American News who handle the paper-backed edition of the book bannered forty of their trucks ... also distributed 300 special window cards in good locations throughout the city.

Len took a count of his ticket sales, and noticed that he was fast approaching the 100,000 mark ... so, he made a gala occasion of it ... caught the hundred thousandth one, and made a big to-do about it. He presented the young lady with a huge cake, guest tickets to future Sheas attractions ... and a beautiful PICNIC basket literally loaded with goodies. This only happened a couple of days ago, and already I see a nice item in Alex Barris' column in the Globe and Mail. Suffice it to say that everybody in Toronto knows that PICNIC is in town ... and what is more important ... everybody in Toronto seems to be fighting for tickets.

The moral ... simply this. No matter how big a picture, how important the stars ... EVERY PICTURE REQUIRES SELLING ... Len really sold PICNIC ... and that's why he's having a PICNIC.

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ORPHEUM - PRINCE ALBERT

For his date on DOCTOR AT SEA, Jack Mahon made up a couple of thousand very neat dodgers, and made sure that every doctor, nurse, orderly etc. in the city was covered. The remainder were distributed throughout the business district. The local C.P.R. office put in a pretty snappy window display.

For LITTLEST OUTLAW, Jack really sold one of the femme announcers on the local radio station, and she devoted many minutes of her regular kids' program to boosting it. This continued for the three days of its run.

WELL, THIS IS BETTER

Yes ... MUCH better, so perhaps our NATIONAL BALLYHOO is beginning to catch on. I hope so. The material is beginning to pile up, and it gives me a chance to spread the word that our F.P. Showmen are really practicing the art of Showmanship ... on a full-time basis. Mind you, there are still plenty of you who are entirely too conspicuous by your absence from these pages ... but, I've had my say, and if you still insist on hiding your light under that well known bushel ... well, that light is just liable to be snuffed out for lack of air. Just simple chemistry, that's all.

So we handed out some prize money in our last issue ... Were you on the receiving end .., or standing on the sidelines while the parade passed you by? It must be nice to receive an unexpected cheque in the mail ... and to know that it was sent along voluntarily ... for an outstanding job, well done. We have plenty of blank cheques around ... and only YOU can decide whose name will be inscribed on them.

In addition to the cash awards we are working on some additional novelty gimmicks, which may include some typical Showbusiness desk decorations, and BALLYHOO SHOWMANSHIP CITATIONS. These will be awarded for consistent showmandizing ... and it would be nice if every manager on the circuit wound up with one or more before the year runs out. It's certainly not impossible, but it has to be EARNED by YOU. Maybe we'll have some of these items ready for presentation at the regional meetings which in all probability will be held in the Fall.

You've all read about Ivan Ackery's very successful Rock 'N Roll shows ... How come nobody else has cashed in on this craze? It's probably only a passing fad, and will poop out in a few weeks' time. Then it will be too late. It's simple enough to promote ... and you can take my word for it, you can jumpack your theatre any time you try it ... providing you do a little advance planning.

And how about a Spring fashion show for everybody from tots to the grown ups, along the lines of the one being currently developed by Jimmy Cameron? That's showbusiness fellows ... and I can remember when deals like this used to be part and parcel of normal theatre operation. Now you have to be hit on the head to try anything that's not strictly routine. I just can't make it out ... it doesn't make sense.

In this week's trade press I read accounts of at least a dozen good ticket selling gags ... designed for the average small town operation. You must have read them too ... So ... what're you waiting for? Nobody's going to do it for you.

Well ... let's cut the chatter and swing into action. TODAY is only a brief pause ... and it's gone as quick as a wink. Tomorrow could be too late, so let's not wait around too long, huh? See you in a couple of weeks' time ... until then, why ... just KEEP BALLYHOOIN'.

Dan Krendel